

## SAN FRANCISCO HOTELS

# Nearest First Class Hotel to Fair Grounds

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SACRAMENTO ST. NEAR VAN NESS AVE.  
in one of San Francisco's fashionable home districts  
5 MINUTES to Fair Grounds to Shopping Center  
by street car. Perfect hotel with every appointment for home comfort. 135 outside sunny rooms. Play lawn for children adjoining.  
European Plan \$1.50 and up.  
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Write for descriptive pamphlet. Licenses arriving in San Francisco take a California Taxicab Co.'s BROWN TAXI and we will pay the fare.

# HOTEL STEWART

## SAN FRANCISCO

SERVICE, COMFORT, UNEQUALLED CUISINE, REASONABLE RATES, CLOSE TO THEATRES, CAFES AND FINE STORES.

## HAWAII HOTELS



"On the Beach at Waikiki."  
(Telephone 2838)

An up-to-date Regimed Hotel and a la Carte Restaurant Where the Sea Breezes Blow the Year Round. European Plan, or for Permanent Guests Special Rates on AMERICAN PLAN will be furnished on application. DELIGHTFUL ROOMS, with all Conveniences; Excellent Cuisine; Expert Service.

RUDOLPH HEYDENREICH,  
Manager

"On the Beach  
At Waikiki"

YOU WILL FIND THAT

"Hustace Villa"

Has Accommodations for Ladies and Gentlemen. Phone 2826

Pleasanton Hotel  
LUXURIOUS AND COMFORTABLE  
STRICTLY FIRST CLASS  
100 ROOMS. FIFTY BATHS

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nearly 1000 feet elevation, near depot grand scenery; fine bass fishing. For particulars address E. L. Kruss, Wahiawa. Phone 6393.

CORAL GARDEN HOTEL  
See the Wonderful Marine Pictures in KANUHE BAY—Glass-bottomed sail and row-boats for hire—Good Meals Served.  
A. L. MacKAY, Proprietor

You don't really love Hawaii until you have dined, danced and slept at the  
SEASIDE HOTEL  
J. H. Hertsche, Manager

VIENNA BAKERY  
The Best Home-Made Bread in Town.  
1129 Fort St. Phone 2124

HAVE YOU HAD YOUR FEET "FOOTGRAPHED" YET?  
REGAL BOOT SHOP  
Fort and Hotel Streets

HONOLULU MUSIC CO.  
Everything Musical  
Fort, next to the Clarion

DOANE  
Motor Trucks  
E. W. ELLIS, sole agent, 16 Pantheon Building. Phone 3082

KEE LOX  
"The Typist's Friend."  
At Arleigh's

Do You Love Music?  
THEN—A VICTROLA!  
BERGSTROM MUSIC CO.

# "KING MAX" TO REVISIT ISLAND DOMAIN RAVAGED BY BIRD HUNTERS

Charters Schooner-yacht Helene to Make Voyage to Laysan Group

Captain Max Schenck, veteran mariner of the Pacific, is off for Laysan Island again, his domain when he was known as "King Max of Laysan."

Though he will go to develop the lobster industry, Captain Max will also keep a keen eye out for bird-poachers. For a long time he has wanted to be made U. S. warden of the island but the position was never created, and meanwhile the island's breeding bird-life has been decimated by bloody plumage-hunters.

Since last September, over 200,000 birds have been killed there.

This was the discovery of the officers and crew of the coast guard cutter Thetis, which made its semi-annual visit to the leeward islands from March 18 to April 19.

Last Lieut. W. H. Munter, in his report to Washington, writes that the birds on the islands, although exceeding half a million, are fewer than ever before owing to the raids of the poachers. He describes very vividly the scenes of destruction as was shown by the piles of dead birds numbering from five or six to as high as 40 deep.

"At first we attributed this enormous loss to an epidemic," said Lieut. Munter, "but it soon dawned on us that poachers had again raided the islands for feathers. Only the breast and belly feathers were taken. The bodies were then thrown into piles to rot in the sun."

The Thetis men found three headstones about 50 yards from the shore. One grave had a rectangle fence around it, but there were no inscriptions upon the stones. The men are certain that the graves were not there when the Thetis landed a party upon the island last September.

"More substantial evidence of the recent date of the poachers' stay was found in an anchor lying near the shore," says the report. "We also found fresh turtle meat in the fast deteriorating shack, or the former phone company, freshly split kindling wood, a Japanese straw mat, which

could not last long in the open weather of the island, and the condition of the fresh water in the pantries of the shacks."

Albatross Chief Sufferer.  
"The white or Laysan albatross was the chief sufferer," continues the report, describing conditions on Laysan Island, "next the black-footed albatross with the frigate bird and blue-faced booby following in order of number found killed. About 200,000 birds were found lying in heaps in all parts of the island."

"All of them were found on their backs, with only the breast feathers missing. In the majority of cases the feathers had been pulled out, but in some instances knives had been used and the breasts had been cut away from the bodies of the birds. It was a most distressing sight to see so many fine birds rotting away."

Birds of the Thetis proceeded westward, stopping at the various islands in the group when the surf permitted a landing. The conditions of the three kinds of island formation was studied and it was found that Ocean Island, which is an atoll, has changed its contour since the last chart was made. Instead of being rounded as past observations show the western end of the sand spits was found to extend into a point. Bird Island is the best type of volcanic island, while either Lisianski or Laysan are typical of the sand islands.

Cruise Successful.

"The cruise was very successful in spite of the nasty weather we encountered most of the time," said Capt. J. H. Brown, in command of the Thetis. "Landing was impossible at times due to the heavy sea caused by the westerly winds. If a party should be ashore on one of those tiny islets and a squall suddenly blow up the men would be marooned indefinitely and probably starve before a landing could be effected."

The log of the Thetis has been written up in a highly interesting style by Lieut. Munter. The cutter stood off Honolulu harbor for Bird Island late in the afternoon of March 18, and arrived at the huge rock Thursday morning. Bird Island, 266 miles west of Honolulu, is the ideal breeding spot for the birds because of its inaccessible nature. The cliffs which rise abruptly to the height of 993 feet on the north and west, sloping at an angle of 45 degrees to the south, shelter over 200,000 birds of all breeds known to the Pacific isles.

"Birds, birds, birds, everywhere," records the log. "On the slopes, rest-

ing on the water and in midair. The landing party consisted of Capt. Brown, Lieut. Parker, Eberly and Daniels. Dr. Hooper and Lieut. Munter. After a battle with the surf and a ducking enjoyed by the entire party we were safely landed and given the opportunity to take pictures of the bird life with the rock was fairly pulsating.

"On returning to the beach after a hot and tiresome climb," continues the writer, describing one of the strange experiences of the cruise, "we found the first cutter badly broken on the port side amidships, so that it could not be used to take us off to the ship. A heavy roller had picked it up and suddenly dropped it on its bilge breaking five ribs, three strakes of planking and the gunwale. This boat was launched through the surf and taken in tow by one of the other boats."

"The surf was too heavy for a small boat to land and get us at this time, so we had to jump one by one from a low cliff into the sea during a quiet time, and swim off to it, and thus returning safely to the ship. The coxswain, who had injured his leg, was placed in a life preserver, lowered from the cliff and hauled by line to the small boat."

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Bird Antics Amusing.

The log of the ship gives considerable description of the birds' antics in the bird kingdom which is so seldom visited by man. The report quotes from a scientific paper upon the amusements of the Laysan albatross, which seem to be more of a duty than a pleasure.

"One albatross approaches another with a loud squeaking, bowing every step. The recipient of the courtesy likewise starts the bowing ceremony until they meet. When the partners meet the real show begins. After crossing bills several times as a matter of form the lead partner walks behind the other, stepping high like a negro cake-walker. They then close in on each other, swell out their breasts and rise of their toes. The

economists practically throw away the space—space which they have paid many dollars to buy.

Yet there is a worse crime than the misuse of an illustration which does not illustrate. There are those which not only do not help out—but which actually atmosphere the goods with repulsive construction. For instance, take the time-honored example of the slim frog which was used on a coffee label. That kind of misuse is almost suicidal. But such is not as common as the negative mistake of using pictures which mean nothing—such as when presenting a shoe polish or something of that kind, as not to illustrate the ads with irrelevant pictures of armless Venus, et al.

Then, too, there is a temptation to rely too much upon an arrow for illustration. Look out. Keep in mind the old story of the lad who cried wolf. Remember he threatened so often that his warning of wolf finally failed to put fear into the hearts of his hearers. The cry became an old story to them. To hear it became part of their habit. Therefore, the warning attracted less and less attention. So it is with arrows. At first this form of illustration was tremendously attractive. But, there have been so many arrows used in so many different ways, that today the arrow glides off the reader's eye quite as water does from a duck's head.

And yet, though the arrow idea has been overdone, the arrow is still worth while as an aid to other illustrations. For surely you can get action into your advertisement if you use the arrow. To the reader's eye the arrows seem to run. They meant movement—dash—through that fact the arrow helps to carry along the reader's eye and in this way acts as an appetizer to the prospect's potential desire to read the ad.

Yes, arrows often help. But, also, arrows often hinder. Just as you can use them to help grease the way for the reader's eye, so also you may misuse your arrows so that they clog and block. Everybody knows, of course, that the American eye runs from left to right. True, the Chinese eye does not. The Oriental reads from bottom to top, whereas the native Hebrew reads his Yiddish from right to left. But the American and the European eye travels from left to right. Therefore, if your arrow does not run from left to right it hinders rather than helps. For instance, suppose you paint a black line of type matter across a big out-door bulletin board. Suppose, over the top of this line and parallel you paint a huge arrow just as big as the reading line running from right to left. Suppose beneath this reading line you paint another big arrow running from right to left. That line between these two arrows running in the opposite direction is far harder to read than if the arrows were not there, or if the arrows ran from left to right, the same way as the reading line would run when perusing that line. Not only in regard to arrows but also in regard to other things you can adhere to this left-and-right rule without sacrifice of any other virtue. Suppose, for instance, that you must illustrate an automobile. You can do this just as well by having the front at the right and the rear at the left. And yet, the first 14 pictures of motor cars which a group of ad men recently investigated all pointed from right to left, and therefore opposite to the natural direction of the reading eye. Moreover, even if your illustration be a human face, why not have the profile facing toward the right, rather than toward the left? If you bear this point in mind you can almost always make the direction of your illustration harmonize with the natural course of the human eye, namely, from left to right.

# TO PUT ON FLESH AND INCREASE WEIGHT

A Physician's Advice.

Most thin people eat from four to six pounds of good solid fat making food every day and still do not increase in weight one ounce, while on the other hand many of the plump folks eat very lightly and keep gaining all the time. It's all bosh to say that this is the nature of the individual. It isn't Nature's way at all.

Thin folks stay thin because their powers of assimilation are defective. They absorb just enough of the food their eat to maintain life and a semblance of health and strength. Stuffing won't help them. A dozen meals a day won't make them gain a single "stay there" pound. All the fat producing elements of their food just stay in the intestines until they pass from the body as waste. What such people need is something that will prepare these fatty food elements so that their blood can absorb them and deposit them all about the body—something, too, that will multiply their red blood corpuscles and increase their blood's carrying power.

For such a condition I always recommend eating a Sargol tablet with every meal. Sargol is not, as some believe, a patented drug, but is a scientific combination of six of the most effective and powerful flesh building elements known to chemistry. It is absolutely harmless, yet wonderfully effective and a single tablet eaten with each meal often has the effect of increasing the weight of a thin man or woman from three to five pounds a week.

For sale by Benson, Smith & Co., Chambers' Drug Co., and Hollister Drug Co.—advertisement.

Rufus W. Gaynor, son of the late Mayor Gaynor, was arrested in Brooklyn and released on suspended sentence for speeding.

drill is then over and repeated with slight variations."

While on this last trip the Thetis lost her anchor and 20 fathoms of chain off Ocean Island, but recovered both after the heavy swell had subsided. Much valuable data was procured, which will be utilized by the department. The principal birds observed were black-foot and Laysan albatross, blue-faced and white-faced boobies, Christmas Island and wedge-tail, shearwater, noddies, gray-back, sooty and white tern, frigate birds, Laysan finch and curlew.



# CRISCO

For Frying—For Shortening  
For Cake Making

# is the rich, solid cream of the oil

Crisco is an entirely different cooking fat. You never have used anything like Crisco for frying, for shortening or for cake making because the Crisco Process of treating vegetable oil is new. And only this process can make the Crisco, or cream, from the oil.

Cream represents the richest, or best, of the milk. Crisco represents the richest, yet most digestible form of food oil.

Crisco is different also in this respect: It remains sweet and pure indefinitely. For the parts of the oil which turn rancid are eliminated by the Crisco Process.

Do not confuse Crisco, therefore, with other cooking fats. Crisco possesses advantages which none other has.

None is of the high quality of Crisco; no more than milk is of the quality of cream.

Try Crisco yourself, for frying, for hot biscuits and for cake. You will be delighted with it. You will see in an instant why it is so different. And you then will insist that your cook use Crisco.

When you are buying Soap why not specify

# White Wings

Your Grocer will supply it.

Made by  
Honolulu Soap Works.

We attend to Checking and Sealing of

# BAGGAGE

on all outgoing steamers without inconvenience to passengers.

We also make a specialty of Furniture Moving.

# Union-Pacific Transfer Company, Ltd.,

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King St. next to Young Hotel

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COUPON

# STAR-BULLETIN

# WAR MAP OF EUROPE

Send three of these coupons and Fifteen Cents to the Star-Bulletin and receive the new and up-to-date map of Europe.

# STAR-BULLETIN 75 CENTS PER MONTH